

Statewide Lodging Performance February 2006-2007

Market/Year	Month of February					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2006	61.0%	\$96.79	\$59.02	74,580,407	122,302,852	61.0%	\$96.79	\$59.02	74,580,407	122,302,852
2007	60.2%	\$103.72	\$62.41	74,378,900	123,612,300	60.2%	\$103.72	\$62.41	74,378,900	123,612,300
% change	-1.3%	7.2%	5.7%	-0.3%	1.1%	-1.3%	7.2%	5.7%	-0.3%	1.1%
Mountain Region										
2006	66.4%	\$102.68	\$68.16	9,766,949	14,712,852	66.4%	\$102.68	\$68.16	9,766,949	14,712,852
2007	65.7%	\$111.15	\$73.03	9,670,606	14,718,928	65.7%	\$111.15	\$73.03	9,670,606	14,718,928
% change	-1.1%	8.2%	7.1%	-1.0%	0.0%	-1.1%	8.2%	7.1%	-1.0%	0.0%
State of Arizona										
2006	75.4%	\$117.26	\$88.39	2,114,136	2,804,564	75.4%	\$117.26	\$88.39	2,114,136	2,804,564
2007	74.0%	\$125.47	\$92.85	2,069,677	2,796,724	74.0%	\$125.47	\$92.85	2,069,677	2,796,724
% change	-1.9%	7.0%	5.0%	-2.1%	-0.3%	-1.9%	7.0%	5.0%	-2.1%	-0.3%
Metro Phoenix										
2006	82.3%	\$137.18	\$112.90	1,229,752	1,494,276	82.3%	\$137.18	\$112.90	1,229,752	1,494,276
2007	79.6%	\$145.28	\$115.62	1,182,017	1,485,232	79.6%	\$145.28	\$115.62	1,182,017	1,485,232
% change	-3.3%	5.9%	2.4%	-3.9%	-0.6%	-3.3%	5.9%	2.4%	-3.9%	-0.6%
Metro Tucson										
2006	81.6%	\$123.51	\$100.81	353,959	433,664	81.6%	\$123.51	\$100.81	353,959	433,664
2007	84.0%	\$137.00	\$115.07	363,729	433,020	84.0%	\$137.00	\$115.07	363,729	433,020
% change	2.9%	10.9%	14.1%	2.8%	-0.1%	2.9%	10.9%	14.1%	2.8%	-0.1%
Flagstaff AZ										
2006	52.8%	\$57.04	\$30.12	72,709	137,676	52.8%	\$57.04	\$30.12	72,709	137,676
2007	52.6%	\$62.18	\$32.71	72,438	137,676	52.6%	\$62.18	\$32.71	72,438	137,676
% change	-0.4%	9.0%	8.6%	-0.4%	0.0%	-0.4%	9.0%	8.6%	-0.4%	0.0%
Non-metro AZ										
2006	60.8%	\$67.39	\$40.97	498,217	819,532	60.8%	\$67.39	\$40.97	498,217	819,532
2007	62.0%	\$73.15	\$45.34	508,855	820,988	62.0%	\$73.15	\$45.34	508,855	820,988
% change	2.0%	8.5%	10.7%	2.1%	0.2%	2.0%	8.5%	10.7%	2.1%	0.2%

Source: Smith Travel Research